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## **WINSTON Launch/1997 Workplan Overview**

## WINSTON Launch/1997 Promotion Workplan Overview

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**1997 Brand Objectives are:**

- Successfully Launch WINSTON No Bull
- Grow CAMEL (+ .6 share of market)
- Grow DORAL (+1.73 share of savings)
- Defend SALEM (defend current volume/share until repositioning is established)

While the WINSTON Launch is a top priority, we must also achieve our objectives on CAMEL, DORAL and SALEM. Planning and execution will be key factors in successfully achieving the objectives of the WINSTON Launch as well as achieving our other objectives.

**We must balance our workplan objectives in order to maintain our momentum on CAMEL and DORAL, protect SALEM and successfully launch WINSTON!**

## POS Changeover Objectives

- WINSTON - Complete a full workplan changeover in August for No Bull WINSTON.
  - WINSTON No Bull POS should be prominently placed in all calls.
  - WINSTON POS may be primary or secondary based upon your region priorities. Refer to the chart on Page 8 for primary WINSTON vs. CAMEL POS regions.
- CAMEL - Changeover from CAMEL Menthol to Base CAMEL should be complete by end of April.
  - CAMEL primary POS regions (6 ½): Changeover CAMEL Primary POS. Retain WINSTON POS until August changeover.
  - WINSTON primary POS regions (13 ½): Changeover CAMEL Secondary POS. Retain WINSTON POS until August changeover.
- DORAL - Changeover all existing DORAL POS to new copy beginning in May.

**NOTE:** The proper POS balance between WINSTON and CAMEL is critical in achieving our objectives on both brands.

### **Full-Price Display Objectives**

- Maintain display presence for WINSTON and CAMEL in all calls.
- Based on opportunity in priority menthol outlets, maintain display presence on SALEM.
- In retail stores where we have two full-price footprints, CAMEL is the designated brand in the primary position.
- In retail stores where we have only one full-price footprint, either WINSTON or CAMEL will be primary depending upon priority by region. See Page 8 for details.
- Exceptions to the above may exist on a call-by-call/sub-geography basis depending upon business opportunity.

**NOTE:** The proper display balance between WINSTON and CAMEL (and SALEM where applicable) is critical in achieving objectives on our full-price brands .

## **Full-Price POS Changeover Guidelines**

**CAMEL Primary POS**

**(N. California, S. California, Seattle, Chicago, Minneapolis, Denver, Cincinnati Northern Zone)**

### **August**

#### **PCD**

- Where 2 PCDs - Changeover WINSTON PCD
- Where 1 PCD - Changeover WINSTON POS on PCD (Secondary)
- No CAMEL PCD Changeover at this time.

#### **POS**

- CAMEL (Primary) - No Changeover at this time
- WINSTON (Secondary)- Changeover All POS

#### **NOTES:**

- 1) Primary vs. Secondary pieces driven by location and types of fixtures/PDI in store.
- 2) Exceptions may exist on a call-by-call/sub-geography basis.

## **Full-Price POS Changeover Guidelines**

### **WINSTON Primary POS**

(Boston, New York Metro, Philadelphia, Buffalo, Pittsburgh, Cincinnati-Southern Zone, Winston-Salem, Atlanta, Florida, Dallas, Richmond, Houston, Detroit, St. Louis)

### **August**

#### **PCD**

- Where 2 PCDs - Changeover WINSTON PCD
- Where 1 PCD - Changeover WINSTON POS (Primary)
- No CAMEL PCD Changeover at this time.

#### **POS**

- WINSTON (Primary) - Changeover All POS
- CAMEL (Secondary) - No Changeover at this time

#### **NOTES:**

- 1) Primary vs. Secondary pieces driven by location and types of fixtures/PDI in store.
- 2) Exceptions may exist on a call-by-call/sub-geography basis.

### Primary Display/POS Guidelines

Region		1 Display Primary	2 Displays Primary	Workplan POS Primary
Boston	1100	WINSTON	CAMEL	WINSTON
New York	1200	WINSTON	CAMEL	WINSTON
Philadelphia	1300	WINSTON	CAMEL	WINSTON
Buffalo	1600	WINSTON	CAMEL	WINSTON
Pittsburgh	1700	WINSTON	CAMEL	WINSTON
Cincinnati (Southern Zone)	1800	WINSTON	CAMEL	WINSTON
Cincinnati (Northern Zone)	1800	CAMEL	CAMEL	CAMEL
Winston-Salem	2100	WINSTON	CAMEL	WINSTON
Atlanta	2200	WINSTON	CAMEL	WINSTON
Florida	2300	WINSTON	CAMEL	WINSTON
Dallas	2600	WINSTON	CAMEL	WINSTON
Richmond	2900	WINSTON	CAMEL	WINSTON
N. California	5100	CAMEL	CAMEL	CAMEL
S. California	5400	CAMEL	CAMEL	CAMEL
Seattle	5600	CAMEL	CAMEL	CAMEL
Houston	5800	WINSTON	CAMEL	WINSTON
Chicago	6200	CAMEL	CAMEL	CAMEL
Minneapolis	6300	CAMEL	CAMEL	CAMEL
Denver	6600	CAMEL	CAMEL	CAMEL
Detroit	6700	WINSTON	CAMEL	WINSTON
St. Louis	6900	WINSTON	CAMEL	WINSTON

**NOTE:** Exceptions may exist on a call-by-call/sub-geography basis depending upon business opportunity.



## **CAMEL/WINSTON Retail Presence Guidelines**

**Primary Objective:** Utilize a balanced approach at retail to maintain CAMEL's momentum while launching the new WINSTON message.

### **In-Store Signage**

- OPMs and Y-Signs
  - Brand focus should reflect brands by Region as listed under 1-FPD guideline
- 8-Column OPM Sign
  - Feature brand not in main OPM
- Pasters/Price Signage
  - Should be used to support both brands with a balanced approach
- Other Signage
  - Use to balance CAMEL/WINSTON presence

## **CAMEL/WINSTON Retail Presence Guidelines**

### **Window/Door**

- Decals should maintain the same focus as current PDI guidelines
- Utilize pasters to add impact to WINSTON message and CAMEL promotional efforts

### **Permanent PDI**

- Current PDI Region priorities should remain in effect; maintain CAMEL PDI currently on location
- Add WINSTON elements to current; do not remove current CAMEL PDI

### **Pricing Strategies**

- During WINSTON launch, focus should remain on maintaining the proper pricing levels on CAMEL